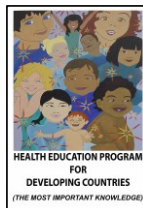


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INTERNATIONAL & NATIONAL STANDARDS & PRACTICE GUIDELINES  
WHO=World Health Organization & its divisions & collaborating partners.  
HHS=Dept of Health & Human Services & its divisions & collaborating partners.

## **SODA AND OTHER SUGAR SWEETENED BEVERAGES**

Numerous HHS reports and guidelines document the importance of the adverse effects of sugar sweetened beverages (SSB) in a number of areas: Obesity, Diabetes, Dental Caries, Paradoxical Malnutrition (Obesity associated with low calcium and other essential nutrients due to SSBs replacing milk and other nutritious foods).

The CDC reports that 68% of US adults are now either overweight or obese and:

---"There is too much sugar in our diet. Six out of 10 adults drink at least 1 sugary drink per day"

---"Sugar-sweetened beverages (SSBs) are the **largest source** of added sugars in the diet of U.S. youths"

---"Among adolescents specifically, SSB consumption can contribute to weight gain, type 2 diabetes, and metabolic syndrome."

The American Heart Association reports: "Today, about **one in three** American kids and teens is overweight or obese, nearly triple the rate in 1963...Among children today, obesity is causing a broad range of health problems that previously weren't seen until adulthood. These include **high blood pressure, type 2 diabetes and elevated blood cholesterol levels**. There are also psychological effects: Obese children are more prone to low self-esteem, negative body image and depression."

Numerous International reports and guidelines confirm the above. The WHO reports: "The high and increasing consumption of sugars-sweetened drinks by children in many countries is of serious concern. It has been estimated that **each additional can or glass of sugars-sweetened drink that they consume every day increases the risk of becoming obese by 60%.**"

Both national and international guidelines report that the higher the Body Mass Index (BMI), the higher the risk for heart disease, high blood pressure, type 2 diabetes, breathing problems, gallstones, osteoarthritis, and certain cancers.

These BMI related diseases have now increased to **epidemic** levels in developing as well as developed countries. For example, the *Lancet* recently reported that **nearly 10% of adults world-wide now have diabetes, and the prevalence of the disease is rising rapidly.**

The WHO reports "It is estimated that by the year 2015 non-communicable diseases associated with over-nutrition **will surpass under-nutrition as the leading causes of death in low-income communities.**"

Studies from the [American Journal of Public Health](#) have documented that simply posting signs reporting the physical activity required to "burn off" the calories reduced teenager purchases of SSBs by 50%.

For additional national and international reports and guidelines see:  
[HHS's Office of Disease Prevention and Health Promotion](#) and related sites.  
[WHO Nutrition for Health and Development](#) and related WHO links